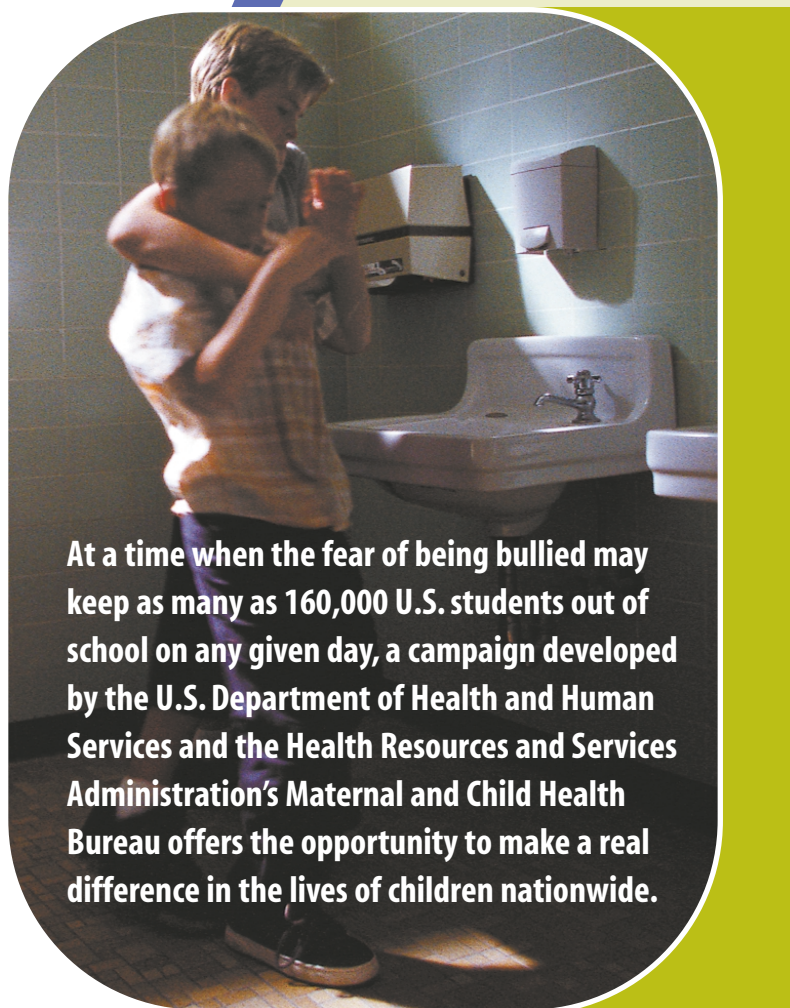


55 percent of 8 to 11-year-olds and  
69 percent of 12 to 15-year-olds  
say that bullying is a big problem.

Kaiser Family Foundation  
and Nickelodeon

**STOP  
BULLYING  
NOW!**  
TAKE A STAND. LEND A HAND.

**A National  
Public Awareness  
& Prevention  
Campaign**



At a time when the fear of being bullied may keep as many as 160,000 U.S. students out of school on any given day, a campaign developed by the U.S. Department of Health and Human Services and the Health Resources and Services Administration's Maternal and Child Health Bureau offers the opportunity to make a real difference in the lives of children nationwide.

## Launched

in 2004, this is the largest bullying prevention effort ever designed to reach 9-through-13-year-old youth—and those who shape their world. Guided by proven, research-based bullying prevention and intervention strategies, the campaign was developed with significant assistance from a Youth Expert Panel or young people who have helped create a wide range of public service products, including:

- A dramatic, engaging animated story—brought to life through “webisodes” at [www.StopBullyingNow.hrsa.gov](http://www.StopBullyingNow.hrsa.gov)—featuring a cast of young people and adults who respond to bullying in and around a middle school



- An interactive website, designed with special support from the **Youth Expert Panel**, that engages young people in bullying prevention activities and provides extensive insight for adults as well
- Print Public Service Announcements available for through the campaign website and television and radio PSAs available by order through the website and through the **National Association of Broadcasters (NAB)**, a campaign partner
- **Resources** for young people, parents, educators and organizations looking for help in stopping and preventing bullying, also available at the campaign website



While the campaign is national in scope, there are numerous opportunities for schools, businesses, community and civic organizations to get involved. To learn more about how you and/or your organization can join this effort, go to [www.StopBullyingNow.hrsa.gov](http://www.StopBullyingNow.hrsa.gov).

## Bullying...

- Is intentional harm-doing
- Is repeated over time
- Involves an imbalance of power

## Bullying behaviors include...

- Pushing, shoving and other physically aggressive acts
- Spreading gossip and harmful rumors
- Social exclusion
- Teasing and name-calling

Nearly 30 percent of all youth aged 11 to 15 have been a victim or perpetrator of bullying

Journal of the American Medical Association



[www.StopBullyingNow.hrsa.gov](http://www.StopBullyingNow.hrsa.gov)  
1-888-ASK-HRSA